

Message Text

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PAGE 01 NEW DE 09775 231524Z
ACTION NEA-11

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00
PA-02 SP-02 CPR-02 PM-05 NSC-05 OPR-02 SS-15
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FM AMEMBASSY NEW DELHI
TO USICA WASHDC
SECSTATE WASHDC 2401

UNCLAS NEW DELHI 9775

USICA

FOR NEA,PASS PGM/RC,PGM/FW,PGM/FN, PGM/PP,VOA/P,PGM/PM

E.O. 11652: N/A
SUBJECT: DESAI VISIT TO US

FOLLOWING IS A GENERAL WRAP-UP OF USICA INDIA PROGRAMMING AND SUPPORT
ACTIVITIES CONNECTED WITH INDIAN PRIME MINISTER'S VISIT TO US.

1. FOR SEVERAL WEEKS LEADING UP TO THE PRIME MINISTER'S DEPARTURE
FOR EUROPE AND THE US, POST WORKED WITH GOI IN FACILITATING STATESIDE
COVERAGE ARRANGEMENTS. AMONG OTHER EFFORTS WE BRIEFED SENIOR LEVEL
OFFICIALS OF ALL INDIA RADIO AND DOORDARSHAN TV ON ICA AND COMMERCIAL
RADIO AND TV FACILITIES IN THE US AND THEIR PATTERNS OF COVERAGE; WE
PROVIDED FOR GOI'S PRESS REFERENCE BOOK FOR TRAVELING PRESS PARTY
CURRENT BACKGROUND INFORMATION ON AMERICAN PERSONALITIES, PLACES
AND ORGANIZATIONS THAT WOULD FIGURE IN THE PM'S VISIT; AND WE
SERVED AS ONGOING LIAISON ON MEDIA MATTERS WITH MEAN, GOI
EMBASSY AND CONSULATES IN THE US AND VARIOUS AGENCY ELEMENTS.

2. IMMEDIATELY BEFORE VISIT WE PROMOTED EXPANDED LISTENERSHIP FOR
VOA COVERAGE OF PM'S STATESIDE ACTIVITIES THROUGH ADS IN LEADING
ENGLISH, HINDI AND BENGALI LANGUAGE NEWSPAPERS. ALSO THROUGH
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DIRECT MAIL PROVIDED EACH OF OUR 50,000 PRIMARY AND SECONDARY
AUDIENCE MEMBERS WITH A CURRENT COPY OF VOA SCHEDULE.

3. THROUGHOUT MONTH-LONG PERIOD OF THE VISIT, FROM LEAD -IN TO
FOLLOW-ON, WE SUPPORTED MAJOR VERNACULAR PAPERS WITH ONGOING NEWS
AND FEATURE ARTICLES AND PHOTOS ON PEOPLE,PLACES AND EVENTS
FIGURING IN PM'S US PROGRAM. THIS SUPPORT SUPPLEMENTED WIRE

SERVICES REPORTS AND GENERATED MUCH WIDER COVERAGE OF THE VISIT. TO DATE WE HAVE RECORDED 90 PLACEMENTS ON TEN AGENCY-SUPPLIED STORIES. IN THE NEXT FEW DAYS AS FURTHER WORD FROM THE PROVINCES IS RECEIVED WE EXPECT THAT NUMBER TO GROW SUBSTANTIALLY. SOME PLACEMENT IN ENLGIST LANGUAGE PAPERS WAS ALSO RECORDED, BUT THESE PAPERS RELIED HEAVILY UPON THEIR OWN CORRESPONDENTS ACCOMPANYING THE PM'S PARTY AND UPON INDIAN WIRE SERVICES FOR THEIR COPY.

4. DURING SAME PERIOD WE ALSO PROVIDED ONGOING SERVICE TO INDIAN TV AND RAO. TV SUPPORT INCLUDED DOCUMENTARY FILMS, FILM CLIPS, PHOTOS AND NEWS RELEASES WHICH INDIVIDUAL TV CENTERS DREW UPON IN PRODUCING THEIR DAILY NEWS PROGRAMS AND SPECIAL FEATURES ON THE VISIT. SIMILARLY WE PROVIDED AIR STATIONS WITH OUR OFF AIR RECORDINGS OF VOA HINDI AND ENGLISH BROADCASTS AS WELL AS VOA-SUPPLIED SCENE SETTERS FOR INCLUSION IN AIR'S SPECIAL NEWSREEL PROGRAM.

5. SPAN'S AUGUST ISSUE IS FEATURING PM'S VISIT. USICA DELHI WISHES TO REGISTER ITS GRATEFUL APPRECIATION TO NEA, VOA, PGM AND ALL OTHER ICA ELEMENTS INVOLVED IN BACKSTOPPING OUR ACTIVITIES CONNECTED WITH THE VISIT FOR THEIR TIMELY, ON TARTET AND THOROUGHLY SOLID SUPPORT THROUGHOUT. THESE ACROSS-THE-BOARD EFFORTS, PROVIDING AS THEY DID AN ADDED PERSPECTIVE AND DIMENSTION TO THE COVERAGE OF THE VISIT, EFFECTIVELY SERVED BASIC PROGRAM AIMS OUTLINED IN OUR 8229.

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Message Attributes

Automatic Decaptioning: X
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Draft Date: 23 jun 1978
Decaption Date: 01 jan 1960
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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ISecure: 1
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TAGS: PINT, PEPR, OVIP, IN, (DESAI, MORARJI)
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